



BOARD OF COMMISSIONERS

1 S. Main St., 9th Floor
Mount Clemens, Michigan 48043
586-469-5125 FAX 586-469-5993
macombcountymi.gov/boardofcommissioners

PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE

WEDNESDAY, MARCH 18, 2009

AGENDA

1. Call to Order
2. Pledge of Allegiance
3. Adoption of Agenda
4. Approval of Minutes Dated 02-04-09 (previously distributed)
5. Public Participation
6. Community Development (mailed)
 - A) Neighborhood Stabilization Program
 - B) Community Services Request for HOME Chore Funding
7. Business Retention (mailed)
 - Economic Development Retention Visits
8. Business Attraction (mailed)
 - A) Upcoming Attraction Opportunities (Hanover Germany)
 - B) Adoption of Framework: Harmonious Hand Approach to Business Attraction
9. Business Expansion (mailed)
 - A) Presentation on 2008 Macomb County Economic Investment Summary
 - B) Macomb-Oakland University Incubator/SmartZone
10. Transportation (mailed)
 - Gratiot Avenue Access Management Plan
11. Community Planning & Assistance (mailed)
 - A) County Wide Trail Master Plan
 - B) University of Michigan Urban Planning Projects
12. Regional Partnerships (mailed)
 - Report on EDCSEM Trip to Washington, DC
13. Marketing & Promotion (mailed)
 - Economic Development Marketing Materials
 - Film Macomb
14. Tourism (mailed)
 - Lake St. Clair Initiative
 - Chesterfield Township Convention Center

MACOMB COUNTY BOARD OF COMMISSIONERS

Andrey Duzyj - District 1
Marvin E. Sauger - District 2
Phillip A. DiMaria - District 3
Toni Moceri - District 4
Susan L. Doherty - District 5

Sue Rocca - District 7
David Flynn - District 8
Robert Mijac - District 9
Ken Lampar - District 10
Ed Szczepanski - District 11

James L. Carabelli - District 12
Don Brown - District 13
Brian Brdak - District 14
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Carey Torrice - District 16

Paul Gielegem
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Kathy Tocco
District 20
Vice Chair

Joan Flynn
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Sergeant-At-Arms

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Frank Accavitti Jr. - District 22

William A. Crouchman - District 23
Michael A. Boyle - District 24
Kathy D. Vosburg - District 25
Jeffery S. Sprys - District 26

**PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE
AGENDA
MARCH 18, 2009**

2

15. Administrative (mailed)
- A) Request to Place Additional Names on Departmental Credit Card Account
 - B) Report on Planning and Economic Development Department Organization Structure
 - C) Request to Participate in 2010 Regional Aerial Photography Flight
16. Economic Development Events (mailed)
- February 20 Macomb County Energy Manufacturing Workshop (update)
 - March 25 SBTDC, Business Legal Issues
 - March 27 SBTDC, Marketing Your Business
 - April 8 SBTDC, Fundamentals of Starting a Business
 - April 14 Center for Automotive Research, Road to Renewal: A Summit on the Changing Automotive Industry (Chicago)
 - April 15 SBTDC, Fundamentals of Writing a Business Plan
 - April 16 SBTDC, Team SBA Financing Roundtable
17. New Business
18. Public Participation
19. Adjournment

MEMBERS: Bruley-Co-Chair, Carabelli-Co-Chair, D. Flynn-Vice Chair, Brown, Mijac, Vosburg, Duzyj, Accavitti, Mocerri and Gielegghem (ex-officio)

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: 6A

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Recommend approval of the Neighborhood Stabilization Program policies to the Board of Commissioners

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 3-18-09



PLANNING & ECONOMIC DEVELOPMENT

1 S. Main St., 7th Floor
Mount Clemens, Michigan 48043
586-469-5285 Fax 586-469-6787
www.macombcountymi.gov/planning

Stephen N. Cassin, AICP
Executive Director

Donald Morandini
Deputy Director

March 2, 2009

MEMORANDUM FOR: Ed Bruley, Co-Chair PED Subcommittee
James L. Carabelli, Co-Chair PED Subcommittee

FROM: Michael Rozny, Manager
Community Development

RE: PED Committee NSP Follow-Up Items

On February 4, Community Development staff was directed to address 3 NSP questions from the PED Committee. The items, and current status, follow:

NSP Homebuyer and Rehabilitation Assistance:

The Committee expressed concern that the levels of homebuyer assistance could cause mortgage failure and property re-abandonment.

Status: The NSP was created to bring foreclosed homes back into productive use. Eligible families will be subsidized to achieve that objective. Activity highlights and the processing sequence are found in Attachment 1.

Staff developed case scenarios (Attachments 2 and 3) depicting program application at varying income and financing levels. These show that mortgages could be difficult to sustain, or simply not work, at some income levels, particularly among very-low income families. Deep subsidies will be necessary for long-term mortgage viability and sustainability for homeowners.

The Committee's concern over the potential repetition of large-scale mortgage failure is well-founded, and staff are working to ensure that that does not happen. One key is good homebuyer counseling so that the purchaser can distinguish between a "want" and what's realistic (and sustainable). Another is to ensure homebuyer investment in, and long-term commitment to, their home, so that they will persevere during tough times. We propose conversations with lenders to see how that can happen.

The NSP is new and untested, and may require modification. At this point, however, we believe that the model is solid. We will test it in conversations with the lending and real estate communities before launch, to gain lender insight and support for underwriting practices that ensure success. We will monitor (and adjust) the program as necessary after launch. Changes are permissible, and are expected by HUD, given the rapidity with which the Program was conceived, rolled out to grantees, developed, and implemented.

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Marketing Plan:

The Committee requested a written Marketing Plan for the NSP. Staff are working with the County's Office of Public Affairs, and we hope to begin marketing by the end of March. The highlights follow:

- a marketing blitz in the print, cable TV, and possibly radio media (action not yet implemented),
- prominent displays on the County's and, whenever possible, local community websites (action underway),
- print brochures and posters for distribution at municipal offices, libraries, and community buildings (action in draft form), and
- a dedicated hotline and e-mail address so that the interested public can contact us at their convenience (action complete).

Need to Increase Demolition Activity:

The Committee expressed concern that the NSP is too focused on homebuyer assistance in an extremely weak housing market, and that this approach might not be practicable. It suggested consideration of increased levels of demolition as being more appropriate to the current climate.

On February 11, staff met with representatives of the Cities of Eastpointe, Mt. Clemens, and Center Line to develop NSP demolition procedures. The local representatives were asked if the amounts already allocated for demolition would be adequate. All responded affirmatively. As in any program, this amount could be revised should the circumstances dictate.

Attachment – Homebuyer Assistance Highlights

1. We must target the areas hardest hit by foreclosures, and have therefore allocated 60% of our grant to Eastpointe, Mt. Clemens, and Center Line.
2. A qualified family must buy a foreclosed (and vacant) home as their principal residence.
3. Families up to 120% Area Median Income AMI (roughly \$84,000 for a family of 4) are income-eligible.
4. 25% of grant must assist families \leq 50% AMI (\$34,950 for a family of 4).
5. Families purchase the homes through private lenders, supplemented by NSP. The County will not buy the homes and hold them for resale. This will save the County holding costs and liability.
6. The NSP will provide down-payment, and rehabilitation, assistance of up to \$50,000 or 49% of acquisition and rehabilitation costs, whichever is greater. The total may not exceed \$100,000. NSP loans are forgiven if family stays in home for 15 years or more. If not, they are repaid at face value, upon sale. County returns program income received before June 30, 2013. After that it reverts to the U.S. Treasury.
7. Homes must be purchased out of foreclosure at a 15% discount from the mortgage holder, based on an appraisal.
8. 8 hours of homebuyer counseling are required before assistance is provided. We are working with MSUE to develop an effective model. A final contractor selection for this process not yet made.

Steps in the Process

1. Family applies → NSP qualification review.
2. Family obtains lender loan pre-approval.
3. Family obtains HB counseling → County builds on counseling to ensure informed decision by family.
4. Family identifies foreclosed (and vacant) properties through a real estate agent.
5. Family selects a home.
6. County inspects home for habitability → writes repair specifications.
7. Rehabilitation bid process → family selects contractor.
8. Bank approves primary mortgage.
9. NSP down-payment and rehabilitation mortgages closed.
10. Lender loan closing, and Mortgage recorded, followed by NSP mortgages.
11. Home repaired (preferably while unit empty).
12. Repair complete → Certificate of Occupancy issued?
13. Family moves in.
14. Post-closing monitoring (continuing occupancy for 15 years).

Attachment 2 - NSP Affordability Analysis

Household at 50% AMI

HH Size	50% AMI	30% HH Income	Est. Annual Prop Taxes (1)	Est. Insurance	Est. Utilities	Max Annual Mortgage Payment	6% Max. Mortgage
1	24,450.00	7,335.00	2,700.00	1,200.00	4,200.00	-765.00	Not Possible
2	27,950.00	8,385.00	2,700.00	1,200.00	4,200.00	285.00	3,900.00
3	31,450.00	9,435.00	2,700.00	1,200.00	4,200.00	1,335.00	18,500.00
4	34,950.00	10,485.00	2,700.00	1,200.00	4,200.00	2,385.00	33,100.00
5	37,750.00	11,325.00	2,700.00	1,200.00	4,200.00	3,225.00	44,800.00
6	40,550.00	12,165.00	2,700.00	1,200.00	4,200.00	4,065.00	56,500.00

(1) \$2,700.00 est Property Taxes on S.E.V. of \$50,000 in Center Line, \$56,800 in Eastpointe, or \$62,000 in Mt. Clemens. Foreclosed homes are selling for less than current SEV in these communities.

Household at 80% AMI

Family Size	80% AMI	30% HH Income	Est. Annual Prop Taxes (1)	Est. Insurance	Est. Utilities	Max Annual Mortgage Payment	6% Max. Mortgage
1	39,150.00	11,745.00	5,380.00	1,800.00	5,000.00	-435.00	Not Possible
2	44,750.00	13,425.00	5,380.00	1,800.00	5,000.00	1,245.00	17,300.00
3	50,350.00	15,105.00	5,380.00	1,800.00	5,000.00	2,925.00	40,600.00
4	55,900.00	16,770.00	5,380.00	1,800.00	5,000.00	4,590.00	63,700.00
5	60,400.00	18,120.00	5,380.00	1,800.00	5,000.00	5,940.00	82,500.00
6	64,850.00	19,455.00	5,380.00	1,800.00	5,000.00	7,275.00	101,100.00

(1) \$5380.00 is estimated Property Taxes on S.E.V. of \$100,000 in Center Line, \$113,000.00 in Eastpointe, and \$125,000 in Mt. Clemens. Foreclosed homes are selling for less than current SEV in these communities.

Household at 120% AMI

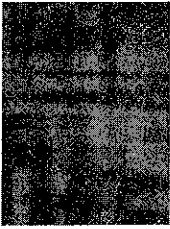
Family Size	120% AMI	30% HH Income	Est. Annual Prop Taxes (1)	Est. Insurance	Est. Utilities	Max Annual Mortgage Payment	6% Max. Mortgage
1	58,700.00	17,610.00	5,380.00	1,800.00	5,000.00	5,430.00	75,400.00
2	67,100.00	20,130.00	5,380.00	1,800.00	5,000.00	7,950.00	110,400.00
3	75,500.00	22,650.00	5,380.00	1,800.00	5,000.00	10,470.00	145,500.00
4	83,900.00	25,170.00	5,380.00	1,800.00	5,000.00	12,990.00	180,500.00
5	90,600.00	27,180.00	5,380.00	1,800.00	5,000.00	15,000.00	208,400.00
6	97,300.00	29,190.00	5,380.00	1,800.00	5,000.00	17,010.00	236,400.00

(1) \$5380.00 is estimated Property Taxes on S.E.V. of \$100,000 in Center Line, \$113,000.00 in Eastpointe, and \$125,000 in Mt. Clemens. Foreclosed homes are selling for less than current SEV in these communities.

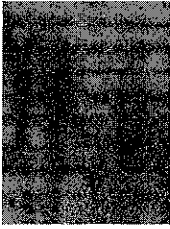
(2) Highlighted cells indicate either income ranges at which mortgage sustainability may be problematic, or characteristics for a family of four.

Attachment 3 - Pro Forma Eligibility Analysis

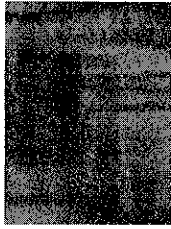
Scenario #1: \$35,000 Home

Purchase Price	Rehabilitation	Analysis	Costs	Costs as % of Total	NSP Qualified?
Bank Loan	\$26,000.00 Bank	\$0.00 Bank Participation	\$26,000.00	33.80%	
NSP DPA	\$7,000.00 NSP Rehab	\$42,000.00 NSP	\$49,000.00	63.60%	
Buyer Dn Pmt	\$2,000.00 Buyer	\$0.00 Buyer	\$2,000.00	2.60%	
Total Acquisition	\$35,000.00 Total Rehab	\$42,000.00 Hard Costs	\$77,000.00	100.00%	Yes

Scenario #2: \$55,000 Home

Purchase Price	Rehabilitation	Analysis	Costs	Costs as % of Total	NSP Qualified?
Bank Loan	\$42,000.00 Bank	\$0.00 Bank Participation	\$42,000.00	52.50%	
NSP DPA	\$11,000.00 NSP Rehab	\$25,000.00 NSP	\$36,000.00	45.00%	
Buyer Dn Pmt	\$2,000.00 Buyer	\$0.00 Buyer	\$2,000.00	2.50%	
Total Acquisition	\$55,000.00 Total Rehab	\$25,000.00 Hard Costs	\$80,000.00	100.00%	Yes

Scenario #3: \$150,000 Home

Purchase Price	Rehabilitation	Analysis	Costs	Costs as % of Total	NSP Qualified?
Bank Loan	\$100,000.00 Bank	\$0.00 Bank Participation	\$100,000.00	62.50%	
NSP DPA	\$20,000.00 NSP Rehab	\$25,000.00 NSP	\$45,000.00	28.13%	
Buyer Dn Pmt	\$15,000.00 Buyer	\$0.00 Buyer	\$15,000.00	9.38%	
Total Acquisition	\$135,000.00 Total Rehab	\$25,000.00 Hard Costs	\$160,000.00	100.00%	No

Hard Cost = \$160, \$15,000 shortfall as shown. NSP could provide up to \$78,890 (or 49% Hard Costs)

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: 4B

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Recommend that the Board of Commissioners approve the request to appropriate \$56,000 in Community Development Block Grant funding to be used for Chore Services.

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

See attached memorandum dated February 26, 2009.

COMMITTEE/MEETING DATE

PED 3-18-09



COMMUNITY SERVICES AGENCY

21885 Dunham Road, Suite 10
Clinton Township, Michigan 48036
586-469-6999 FAX 586-469-5530
macombcountymi.gov/mccsa



Frank T. Taylor
Director

February 26, 2009

TO: Stephen Cassin, Executive Director
Macomb County Department of Planning and Economic Development

Cc: Ed Bruley, Co-Chair Planning & Economic Development Committee
James L. Carabelli, Co-Chair Planning & Economic Development Committee

FR: Frank T. Taylor, Director *FT*
Macomb County Community Services Agency

RE: 2009 Community Development Block Grant Funding Request

Macomb County Community Services Agency (MCCSA) is respectfully requesting the sum of \$56,000 in Community Development Block Grant funds for Fiscal Year 2009/2010 (July 1, 2009 through June 30, 2010). These funds would be utilized to provide Chore services for 93 senior citizen households.

MCCSA's Senior Citizen Chore Program assists senior citizens and eligible severely disabled residents with home maintenance and minor repairs. Activities include seasonal services (lawn cutting and snow removal), and job tasks such as minor plumbing, minor electrical repairs, gutter cleaning, changing locks, changing storm and screen windows, and other miscellaneous repairs.

Please contact me at (586) 469-6999 if you have any questions or require additional information. Thank you for your consideration of this request.

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Joan Flynn
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Jeffery S. Sprys – District 26

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: **2**

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and File the verbal report on the County's economic development retention visits.

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 3-18-09

Auto Outreach Information Packet

Details for Attendees

February 27, 2009

Enclosed:

- Detailed Itinerary and instructions
- List of attendees for each portion of the day's events
- Campbell Ewald Fact Sheet
- National Coney Island History Overview
- Directions from National Coney Island to Ford Romeo Engine Plant
- Article from Romeo Observer re: Ford Engine Plant

Attached:

- **VERY IMPORTANT!** Parking pass for Campbell-Ewald visitors attached!

CONFIRMED Itinerary and Instructions
Auto Outreach Event - Friday, February 27, 2009

10 – 11am

Campbell Ewald

30400 Van Dyke Avenue, Warren, MI 48093

Contact: Mark Benner, Director of Communications, 586-558-6281

The event at Campbell Ewald will begin promptly at 10am. Please arrive between 9:45am and 9:55am. Assemble in the Media Lab, (adjacent to Lobby), coats check available. Presentation will take place in 10th floor conference room.

- * See attached parking pass and directions; place on car dashboards
- * Park in the West parking area
(there will be reserved spaces with cones and a person onsite to give direction)
- * Enter into Lobby through the South main door
- * Pick up visitor badges with Receptionist
- * Coffee and water provided

If you are participating in the rest or next of the day's events, following the 10th floor presentation, please head immediately to:

11:15 – 12:15pm National Coney Island

30140 Van Dyke Avenue, Warren, MI 48093

Contact: Paul The Manager, 586-751-7700 (arrangements made by Eric Steinwascher, COO)

Reserved seating is available in the patio-banquet room. Please be seated and place your order as soon as possible since **you must leave at 12:15 to travel to the next stop. Note that everyone is responsible for paying their own bill.**

Paul The Manager will provide a brief history and overview of the operation, explain how the auto industry affects business and talk about future plans. Feel free to interact with staff and patrons.

1pm – 2pm

Ford Motor Co.

701 E. 32 Mile Road, Romeo, MI 48065

(E. 32 Mile Rd is also known as E. Saint Clair)

Contact: Kathleen McIntyre, Ford Gov't Relations, 313-445-5297

- * Park in front of the plant
- * Meet Kathleen McIntyre in the lobby
- * Dress code is casual; closed toed shoes and no heels higher than 1"; skirts not recommended

Auto Outreach Event Confirmed Attendees – Friday, February 27, 2009

Campbell Ewald:

1. Chairman Paul Gielegthem
2. Commissioner Jim Carabelli
3. Commissioner Rob Mijac
4. Commissioner Ed Bruley
5. Commissioner Ken Lampar
6. Commissioner Joan Flynn
7. Commissioner Toni Mocerì
8. Commissioner Dave Flynn
9. Commissioner Andrey Duzyj
10. Commissioner Susan Doherty
11. Vicki Selva, on behalf of Senator Carl Levin
12. Steve Cassin, Executive Director, Macomb County Planning & Economic Development
13. Don Morandini, Deputy Director, Macomb County Planning & Economic Development
14. Carol Pihaylic, Graphics Specialist, Macomb County Planning & Economic Development
15. Rachael Lisecki, Graphics Specialist, Macomb County Planning & Economic Development
16. Phil Frame, Director, Macomb County Public Affairs
17. Senator Dennis Olshove
18. Melanie Brown, on behalf of Governor and Lt. Governor (not confirmed)

National Coney Island:

1. Chairman Paul Gielegthem
2. Commissioner Jim Carabelli
3. Commissioner Rob Mijac
4. Commissioner Ed Bruley
5. Commissioner Ken Lampar
6. Commissioner Joan Flynn
7. Commissioner Toni Mocerì
8. Commissioner Dave Flynn
9. Commissioner Irene Kepler
10. Commissioner Jeff Sprys
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Ford Romeo Plant:

1. Chairman Paul Gielegthem
2. Commissioner Jim Carabelli
3. Commissioner Rob Mijac
4. Commissioner Ed Bruley
5. Commissioner Irene Kepler
6. Commissioner Jeff Sprys
7. Commissioner Don Brown

8. Commissioner Keith Rengert
9. Representative Kim Meltzer
10. Senator Dennis Olshove
11. Marian McLaughlin, Clerk/Administrator, Village of Romeo
12. Paul Reiz, President, Village of Romeo Board of Trustees
13. Eric Ventimiglio, for Representative Pete Lund
14. Travis Howell, for Representative Pete Lund
15. Steve Cassin, Executive Director, Macomb County Planning & Economic Development
16. Don Morandini, Deputy Director, Macomb County Planning & Economic Development
17. Carol Pihaylic, Graphics Specialist, Macomb County Planning & Economic Development
18. Rachael Lisecki, Graphics Specialist, Macomb County Planning & Economic Development
19. Phil Frame, Director, Macomb County Public Affairs

Note: Warren officials and the following all received emails to inform/invite:

fredmiller@house.mi.gov
HaroldHaugh@house.mi.gov;
JenniferHaase@house.mi.gov
JonSwitalski@house.mi.gov;
kimmeltzer@house.mi.gov
LesiaLiss@house.mi.gov
PeteLund@house.mi.gov;
SarahRoberts@house.mi.gov
toryrocca@house.mi.gov;
senasanborn@senate.michigan.gov
sendolshove@senate.michigan.gov;
SenMSwitalski@senate.michigan.gov
BrownMel@michigan.gov;
Tomiko_Gumbleton@stabenow.senate.gov
Rudy.hobbs@mail.house.gov
Judy.Hartwell@mail.house.gov
Vicki_Selva@levin.senate.gov



30400 Van Dyke Avenue, Warren, Michigan 48093-2316 586.574.3400
 11444 Olympic Blvd., Los Angeles, CA 90064-1549 310.231.2900
 campbell-ewald.com

INDUSTRIAL-STRENGTH CREATIVITY

MARK O. BENNER, APR

Senior Vice President,
 Corporate Communications Director
 Phone: 586.558.6281
 Cell: 586.943.4508
 Fax: 586.558.5809
 E-mail: mbenner@campbell-ewald.com

Web: campbell-ewald.com/press/

HISTORY/OWNERSHIP:

Campbell-Ewald was founded in 1911 in Detroit. In 1972 Campbell-Ewald joined the Interpublic Group of Companies (NYSE:IPG), where it remains affiliated today as an independent agency.

LOCATIONS:

Campbell-Ewald is the nation's eighth largest advertising and digital communications agency network with headquarters in Detroit, a full-service agency in Los Angeles, and offices in Atlanta, Chicago, Dallas, New York, and Washington, D.C.

EMPLOYEES: 1,100

U.S. Navy:
 NavyForMoms.com
 "10,000+ Members in 7 Months"



INTEGRATED POWERHOUSE:

There is no substitute for industrial-strength creativity. There is no easy route to brilliance. You learn these kinds of things in a city like Detroit. Where determination and heart win out over smoke and mirrors. It's no wonder we build our clients' brands with passion, trust and respect. Whether it's from our people in L.A., New York, D.C. or Atlanta, the heart and soul is pure Detroit.

EXECUTIVES:

ANTHONY (Tony) J. HOPP
 Chairman, Chief Executive Officer

WILLIAM (Bill) J. LUDWIG
 Vice Chairman, Chief Creative Officer

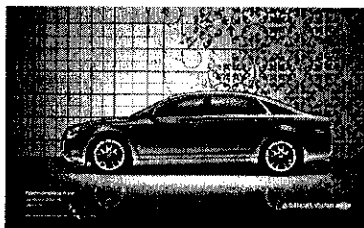
JOSEPH (Joe) A. NAPORANO
 Vice Chairman, General Manager
 Finance and Administration

MICHAEL (Mike) J. RYAN
 Vice Chairman, Chief Operating Officer

JAMES (Jim) J. PALMER
 President, Managing Director

ANGELA M. ZEPEDA
 Executive Vice President, Managing Director

Chevy Malibu:
 "Function Meets Flair" print ad

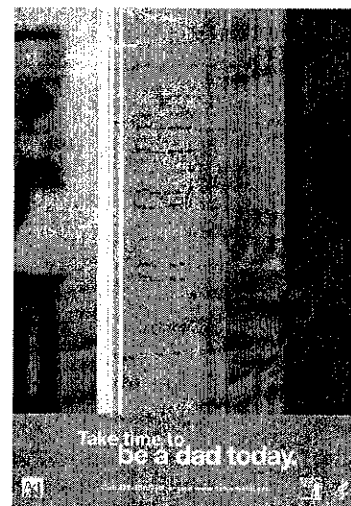


SERVICES PROVIDED:

The more weapons a brand can have, the more successful it will be in the battle for consumer engagement.

- Advertising
- Custom Publishing
- Digital
- Direct Marketing
- Environmental Solutions
- Event/Entertainment Marketing
- Government Solutions
- Media Planning & Buying
- Sales Promotion
- Social Media
- Strategic Analytics
- Strategic Planning & Research
- Target Marketing
- Trade Marketing

National Responsible Fatherhood Clearinghouse:
 "Door Jam" print ad



PRINCIPAL CLIENTS: See reverse side.



Buffalo Wild Wings – 2008
Local Media Planning and Buying



Olympic Paint – 2007
Advertising and Marketing Communications



KAISER PERMANENTE.
Kaiser Permanente – 2003
Advertising and Digital Communications



General Motors Corporation – 1933
Customer Relationship Marketing

AMERICAN HEART ASSOCIATION

American Heart Association – 2003
Advertising and Marketing Communications



Carrier – 2003
Advertising and Marketing Communications



National Responsible Fatherhood
Clearinghouse – 1996
Advertising (Pro Bono)



OnStar – 1997
Advertising and Publishing



U of M Ross School of Business – 2008
Customer Relationship Marketing



General Motors Acceptance Corporation – 1925
Advertising and Marketing Communications



Help Against Violent Encounters Now – 2002
Advertising (Pro Bono)



Wyndham – 2003
Customer Relationship Marketing



Smart now. Smarter later.
The HON Company – 2004
Advertising and Marketing Communications



Aramark – 2008
Customer Relationship Marketing



California Association of Realtors – 2006
Advertising



Ghirardelli – 2006
Advertising



United Services Automobile Association – 2008
Advertising and Marketing Communications



Chevrolet – 1922
Advertising and Digital Communications



United States Navy – 2000
Advertising and Digital Communications



United States Postal Service – 2002
Advertising and Marketing Communications



Carhartt – 2007
Advertising and Promotions



University of Michigan Health System – 2005
Advertising and Marketing Communications



Alltel Wireless – 2004
Advertising



United States Mint – 2006
Advertising

Acquisition dates follow brand names.

National Coney Island was founded by James Giftos in 1965 when he opened his very first store at the Macomb Mall in Roseville, Michigan. It was a small and simple store, which served a limited menu of coney island hot dogs, coney island style loose hamburgers, a few sandwiches, potato chips and soda pop. There was seating for about 40 patrons, and the bill of fare was displayed on hand-painted wooden menu boards that advertised 35 cent hot dogs.

At that point in time, regional malls such as the Macomb Mall were destination centers that drew shoppers from miles and miles around – and National Coney Island began establishing itself on the principles that have been the driving force behind its success to this very day – fast and friendly service, and food freshness and quality.

The success of that first store allowed Mr. Giftos the opportunity to open two additional stores in St. Clair Shores (1969) and Detroit (1971). These stores were very similar to the Macomb Mall store in design and operation. Several years later, Mr. Giftos had the idea to expand the menu, make his restaurants more family oriented, and considerably upgrade the design and décor package to set National Coney Island apart from the many other coney island style restaurants in the Detroit area. In doing so, he made a more bright, enjoyable, and family-fun atmosphere for his patrons.

In following this new direction, the real expansion in National Coney Island's history took root in the mid 1980's to mid 1990's when National more than tripled in size to eleven units – all very unique in décor, some offering beer and wine service, others with drive-thru windows, but all built by a very loyal and hard-working staff, and all using those original tenets of fast & friendly service, and the highest quality food offerings.

As National Coney Island looks towards the future, one of our top goals is to maintain the high standards that have made us successful, while constantly improving our operations throughout our future growth.

MAPQUEST

E. 32 Mile Road is also known as East Saint Clair (and also Division)



Total Time: 23 minutes Total Distance: 20.87 miles

A: 30140 Van Dyke Ave, Warren, MI 48093-2366



1: Start out going NORTH on VAN DYKE AVE/MI-53 N toward CIVIC CENTER DR N. Continue to follow MI-53 N.

20.7 mi



2: Turn RIGHT onto 32 MILE RD.

0.2 mi

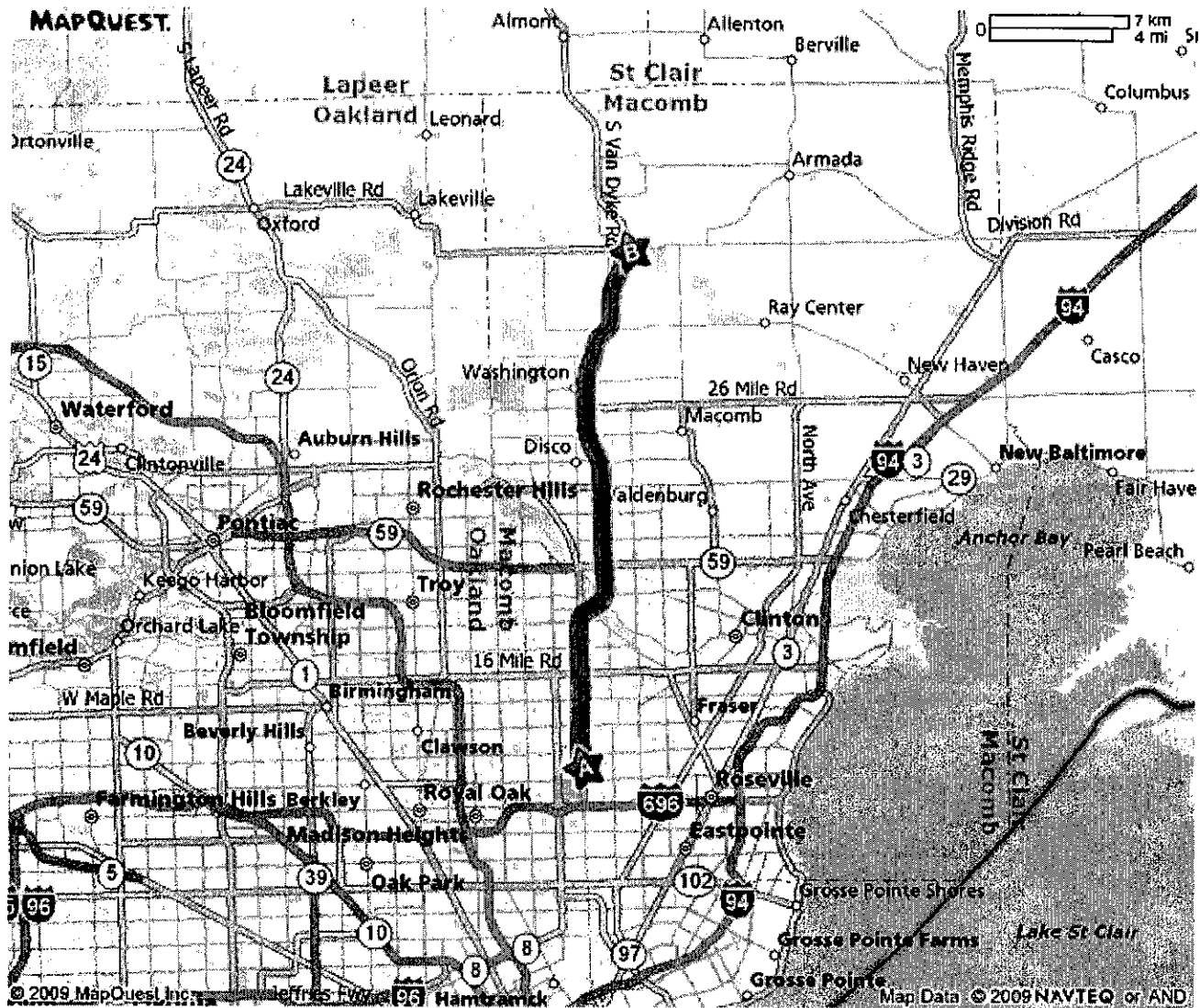


3: End at 701 E Saint Clair St Romeo, MI 48065-5287

B: 701 E Saint Clair St, Romeo, MI 48065-5287

Total Time: 23 minutes Total Distance: 20.87 miles

Directions from Coney Island to Romeo Engine Plant.



All rights reserved. Use subject to License/Copyright Map Legend

Directions and maps are informational only. We make no warranties on the accuracy of their content, road conditions or route usability or expeditiousness. You assume all risk of use. MapQuest and its suppliers shall not be liable to you for any loss or delay resulting from your use of MapQuest. Your use of MapQuest means you agree to our [Terms of Use](#)

THE ROMEO OBSERVER

Published at PO Box 96 124 W. St. Clair Romeo, MI 48065. Phone: (586)752-3524 Fax: (586)752-0548
Updated Wednesday, February 25, 2009 at 3 PM EST

FRONT PAGE

SPORTS

COMMUNITY

WHAT'S HAPPENING

CLASSIFIEDS

NEWS SUMMARY

HEADLINES

26 Mile Road
bridge work
to be discussed
tomorrow

Malfunctioning
gas regulator
spooked residents
early Feb. 18

Board hears
concerns
about 2009-10
budget

Ford's Romeo
Engine Plant
produces 10
millionth engine

Open slots filled in
Bruce Twp

Bruce officials
allocate
\$39,750 in CDBG
funds

Cuts, taxes still
loom on the
horizon for county

Seasonal weight
restrictions
in effect across
Macomb County

Tax payments at
townships

Romeo police
chief requests
new
video system for 3
patrol cars

[Read a summary of
our top stories](#)



Romeo Engine Plant Manager Shaun Whitehead (left) and UAW Local 400 Chairman Randy Newsom (right), mark the production of Ford's Romeo Engine Plant's 10 millionth engine, a 4.6 liter 3-valve V-8, which will be shipped to AutoAlliance International in Flat Rock Mich., to power a new 2010 Mustang GT.

(Photos courtesy of Ford Motor Company)

Ford's Romeo Engine Plant produces 10 millionth engine

After years of delivering power to two of Ford Motor Company's iconic products, the Ford F-150 and Mustang, Romeo Engine Plant has reached a historic milestone - the production of its 10 millionth engine.

The 10 millionth engine, a 4.6 liter 3-valve V-8, will be shipped to AutoAlliance International in Flat Rock, Mich., to be installed in a new 2010 Mustang GT.

The V-8 engines manufactured at the plant build on two of Ford's strengths - capability for the Ford F-150, the best-selling truck in America, and performance for Mustang, America's favorite muscle car.

In 2008 alone, the engines produced at the plant generated a combined 90 million horsepower, about 2,750 times the combined horsepower of this year's starting field for the Daytona 500.

"Romeo Engine's products are powering two of Ford's iconic vehicles and we focus on quality every minute of every day," said Plant Manager Shaun Whitehead. "We deal with a great deal of complexity on our lines, and we've had very strong quality performance over a very long period of time."

SEARCH

Search Stories

For

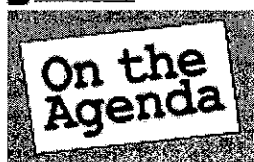
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DONALD MARDLIN
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INSIDE

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- ☐ ABOUT US
- ☐ NEWSSTANDS
- ☐ SUBSCRIPTIONS
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- ☐ ARCHIVES



The Romeo plant, converted from a tractor manufacturing facility, produced its first engine in 1990 - a 4.6-liter, two-valve V-8. Today the plant, with a thousand employees, manufactures V-8 engines along with many of their major components including cast iron blocks, crankshafts, cylinder heads, connecting rods, camshafts and aluminum blocks.

The plant operates two lines - a high-volume Line, or HVL, and a niche line, where employees meticulously hand build 5.4 liter, 4-valve supercharged engines for the Shelby GT500. The HVL builds 4.6 liter two-valve and three-valve V-8 engines and 4.6 liter 2-valve Flex Fuel V-8 engines, delivering 140 engines an hour.

"We have more than 600 purchase parts from more than 150 suppliers so we deal with a large amount of intricate processes and parts on our line," Whitehead said. "We have 11 different models on the line that we handle for seven different assembly plant customers - as well as the Ford Customer Service Division."

The engines are shipped to plants in Michigan, Ohio, Kentucky, Missouri and Canada where they are placed in the F-150, Mustang, Econoline, Explorer, Crown Victoria or Grand Marquis models.

The HVL line stretches more than 4,000 feet, with quality monitored every step of the way to deliver continuous improvement. From 2007 to 2008, combined engine warranty data on the 4.6 liter engines showed a 9 percent improvement rate year over year, based on the first three months of use.

"Quality really is our number one priority," said Quality Manager Phil Kloss. "Our Quality Operating System focuses on continuous improvement and an adherence to quality basics."

In-line testing is consistently refined and error-proofed to detect and drive prevention of variations. Periodic job observations ensure operators follow instruction sheets 100 percent of the time, and detailed management reviews of all aspects of the system are designed to monitor any changes and ensure seamless launches.

"We have hundreds of eyes throughout our machining and assembly processes," Kloss said. "Employees on the line constantly bring attention to changes in feel, appearance or test performance - even when unrelated to the task at hand."

That teamwork obviously is paying off both in quantity and quality.

"This is a huge accomplishment for our plant," said Randy Newsom, UAW Local 400 Chairman at Romeo Engine. "We started this plant with a team concept that was really new for Ford when they converted from the tractor plant. Over the years, we've stayed consistent in our team approach, with both hourly and salaried employees working together. We strive to be the best engine builders in the world, and we'd like to build another 10 million."

(Information provided by Angie Kozleski, Ford Manufacturing communications manager.)

Romeo Observer

Special



Section

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Retrieved 2/26/2009 at 3:09:44 PM.

Contact us at: PO Box 96, Romeo, Michigan, 48065

Phone: (586) 752-3524, Fax: (586) 752-0548

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: 8A

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive, file and recommend that the Finance Committee approve the request for international travel to Germany.

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 3-18-09

Detroit Regional Economic Partnership
Investment Mission - Hannover Fair – *Wind 2009*

April 20 thru April 24
Hannover, Germany

The Detroit Regional Economic Partnership, through its European Investment Committee (of which the Department of Planning and Economic Development is an active member) is leading an investment mission to the "Hannover Messe" in Hannover, Germany to participate in *Wind 2009*. This event, to be held April 20 thru April 24, 2009, is billed as the largest of its kind in the world and is uniquely designed to cater to the full spectrum of companies in the industry, from subcontractors to global manufacturers.

The wind industry, among all alternative energy markets, offers the most promise for business growth and job creation for the state and Macomb County. The technical skills and manufacturing capabilities so abundant here, having served the automotive industry for generations, are precisely those that are critical to the establishment of a wind energy supply chain for Michigan, the Great Lakes Region, and around the globe.

The DREP delegation to *Wind 2009* is expected to include public partners Oakland County and the Detroit Economic Growth Corporation, and private partners including Plante Moran and Butzel Long. A final roster of participating organizations and their representatives is forthcoming from the partnership. Those who join the mission primarily will be engaged in "working the floor" of the event: meeting with select exhibitors to promote our region and to identify those companies that may be potential customers for our local businesses. Participants will also attend conference sessions that will address various topics on the technical and business aspects of operating within the wind energy industry.

The department is asking to send two staff members on this mission. The estimated cost is \$4,000. per person. This includes airfare, conference registration, hotel, meals and local transportation.

RESOLUTION NO. _____

FULL BOARD MEETING DATE:

AGENDA ITEM: **SB**

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Adopt the framework of the Harmonious Hand Approach to Business Attraction

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 3-18-09

ANIOUS HAND:

OFFICE TO MACOMB COUNTY FOREIGN ECONOMIC DEVELOPMENT

GOVERNMENT TO GOVERNMENT

- Establish sister county partnerships with counties and cities in overseas markets to foster business, cultural and economic cooperation.
- Enable County Economic Development Department to make presentations about the advantages of doing business in Macomb County to companies in sister districts.
- Enable Economic Development Dept. to customize available state and local business retention services, such as, tax abatements, location services and job training.

BUSINESS TO BUSINESS

- Establish a framework for business to business partnerships between businesses in Macomb County those in and sister districts. Such partnerships would create the framework for hosting businesses looking to locate in the county.
- Partner businesses in Macomb County and sister districts would also assist Macomb County based businesses that are looking to expand their operations into overseas markets.

K-12 COOPERATION

- Support existing partnerships between our schools and sister schools overseas.
- Foster the expansion of foreign language and International Baccalaureate programs in our schools.
- Encourage Macomb County school districts to stress the link between completing an education, learning a foreign language and getting a good-paying job to students.

HIGHER EDUCATION

- Partner higher education institutions in Macomb County with those in sister districts with the goal of establishing long-term partnerships and exchange programs.
- Create opportunities for foreign students and instructors to come study and teach in Macomb County.
- Establish programs for Macomb County students to study overseas.
- Communicate the connection between higher education, foreign language and experience and jobs.

CULTURAL EDUCATION

- Assist in educating of Macomb County leaders about the need for economic development and cooperation between Macomb County and the world.
- Support and reach out to foreign nationals who are working in Macomb County, so they have a positive impression of Macomb County when the return to their home country.
- Support cultural links between Macomb County and sister counties/cities.

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: 9A

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and file the report on the 2008 Macomb County Economic Investment Summary

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 3-18-09

Department of Planning
and Economic Development-
EDSG
2008 Investment

<u>CLIENT</u>	<u>LOCAL UNIT</u>	<u>INVESTMENT</u>	<u>JOBS [R]</u>	<u>JOBS [C]</u>
<u>Burtek</u>	Chesterfield Twp.	\$1,840,000	237	34
<u>Global Advanced Products</u>	Chesterfield Twp.	\$1,600,000	95	10
<u>Michigan Metal Tech.</u>	Chesterfield Twp.	\$9,500,000	25	48
<u>21st Century Graphic Tech.</u>	Clinton Twp.	\$1,200,000	3	5
<u>Accurate Injection Mold *</u>	Clinton Twp.	‡	20	0
<u>Atlantic Tool *</u>	Clinton Twp.	‡	5	0
<u>Drake Enterprises</u>	Clinton Twp.	\$530,800	59	2
<u>Macomb Printing</u>	Clinton Twp.	\$900,500	27	3
<u>Matrix Metalcraft</u>	Clinton Twp.	\$3,333,000	0	40
<u>Precision Boring</u>	Clinton Twp.	\$1,500,000	40	5
<u>Thunder Bay Pattern Works *</u>	Clinton Twp.	‡	18	0
<u>Enmark Tool & Gage</u>	Fraser	\$2,244,986	40	8
<u>Faurecia (Interiors)</u>	Fraser	\$8,875,456	404	82
<u>Baker Machining</u>	Macomb Twp.	\$21,800,000	24	18
<u>CBS Boring & Machine</u>	Mount Clemens	\$19,500,000	32	50
<u>J.B. Cutting</u>	Mount Clemens	\$1,600,000	30	6
<u>TransNav</u>	New Baltimore	\$10,000,000	170	50
<u>Arin, Inc</u>	Roseville	\$800,000	20	9
<u>Midwest Mold*</u>	Roseville	‡	31	0
<u>Pennisular Cylinder</u>	Roseville	\$1,021,800	55	5
<u>Florence Cement</u>	Shelby Twp.	\$2,600,000	140	0
<u>General Dynamics LS</u>	Shelby Twp.	\$6,000,000	0	400
<u>Lube Power, Inc.</u>	Shelby Twp.	\$6,400,500	50	60
<u>Acra Grinding</u>	Sterling Heights	\$803,500	0	3
<u>BAE Systems</u>	Sterling Heights	\$41,500,000	84	460
<u>Bleichert Co.</u>	Sterling Heights	\$3,670,000	0	25
<u>General Dynamics LS</u>	Sterling Heights	\$2,600,000	0	75
<u>Hi-Tech Tool *</u>	Sterling Heights	‡	45	0
<u>H L Manufacturing</u>	Utica	\$884,000	18	4
<u>Brose North America</u>	Warren	\$9,026,000	0	220
<u>Witzenmann USA</u>	Warren	\$3,450,000	53	39
 <u>TOTALS</u>		 <u>\$163,180,542</u>	 <u>1,725</u>	 <u>1,661</u>

* - Denotes Tool & Die Zone

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: 9B

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and file the report of the Macomb-Oakland University Incubator/Smart Zone

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 3-18-09

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: 10

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and file update on the Gratiot Avenue Access Management Plan

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED

3-18-09

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: 11A

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and file the report on the Countywide Trail Master Plan

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PEP

3-18-09

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: 11B

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and file the report on the University of Michigan Urban Planning Projects

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 3-18-09

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: **12**

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and file the report on the EDSCEM Trip to Washington, D.C.

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE




PED 3-18-09

Economic Development Coalition of Southeast Michigan
Schedule

March 4, 2009
Washington, DC

Mark Ruge.....	(202) 494-2256
Akilah Green.....	(281) 682-5948

EDCSM: Wednesday, March 4th

7:30 AM	Breakfast meeting at K&L Gates 1601 K Street *Bring your luggage to put on the bus.
9:00 AM	Meeting with Representative Gary Peters (D-MI-9), Eric Feldman, Chief of Staff and Jonathan Smith, Legislative Director 1130 Longworth House Office Building 202-225-5802 
9:45 AM	Meeting with Senator Carl Levin (D-MI) 269 Russell Senate Office Building 202-224-6221
12:30 PM	Meeting with Representative Carolyn Cheeks Kilpatrick (D-MI-13) 2264 Rayburn House Office Building (202)-225-2261
1:00 PM	Meeting with Representative Sander Levin (D-MI-12) 1236 Longworth House Office Building 202-225-4961 
2:00 PM	Meeting with Representative John Conyers, Jr. (D-MI-14) 2426 Rayburn House Office Building 202-225-5126
3:15 PM	Meeting with Senator Debbie Stabenow (D-MI) 133 Hart Senate Office Building 202-224-4822
4:00 PM	Meeting with Representative Dingell (D-MI) 2328 Rayburn House Office Building 202-225-4071
4:15 PM	Meeting with Representative Candice Miller (R-MI-10) 228 Cannon House Office Building 202-225-2106 

Economic Development Coalition of Southeast Michigan (EDCSEM)
March 4, 2009 Congressional Delegation Meetings
Talking Points

Introductions

We appreciate you taking the time to meet with us.

We're here today as the Economic Development Coalition of Southeast Michigan and a list of all of our members is included on the brochure we'll leave with you.

We'd like your support and guidance in our efforts to transform our regional economy. We visited with you last year and we appreciate the support you have provided through the appropriations process for the past two years.

Set the stage

1. As you well know, our region continues to experience severe economic hardship, stemming largely from the continued challenges facing our automotive industry. No one has been hit as hard as Michigan, and particularly southeast Michigan. Not only are we bleeding jobs, we are losing our young talent which we desperately need to keep.
2. We think we've demonstrated over the past two years our ability to coordinate our efforts and work together as a region to try to solve our problems.
3. As you can see, virtually every major economic development organization in SE Michigan is represented here. We were here to see you as a Coalition two years ago for the first time and we were back again last year.
4. This is our third visit and we believe so strongly in this work that we plan to continue working together and with you to enlist the federal government's help.
5. Thank you for the support you've given us over the past two years. We are here today to ask for your help again.

Describe the proposal

6. We believe there is one thing we can do collectively and in partnership with the federal government to help transform our region's economy.

7. We must increase the number of new and expanding businesses in our region by expanding the capacity of existing business accelerators like TechTown, Next Energy, Automation Alley, and Ann Arbor Spark, which are some of our greatest public/private economic development success stories. In addition, we are in the process of creating three more – in Wayne, Oakland and Macomb Counties.
8. Your help in obtaining federal funding for these programs over the past two years has been critical, and because of the dire financial situation we are facing we need your help again now more than ever.
9. These accelerators have proven track records and provide critical services entrepreneurs need to start and grow high-growth businesses—which we desperately need.
10. The accelerators work together in Southeast Michigan to share ideas and ensure coordination of services. Collaborations are already occurring.
11. Our initiative will help create jobs; retain talent in Michigan, including early retirees; help create a culture of entrepreneurship; and help diversify our economy. That's our mission today and every day.

Make the ask

- Peters*
12. We would appreciate any assistance you can provide with funding either through Congressional earmarks, federal program support or other avenues. We have identified specific requests for each of the 6 accelerators and have included them in our packet. We have filed our appropriations forms.
 13. We're here as a Coalition making this request because we believe it is so important. Again, we appreciate all of the assistance you've given us over the past two years and we hope you can help us again this year.
 14. In the meantime, we are pursuing local, state and private funding. We are also looking at competitive federal funding. We don't expect to fund all of this with earmarks.
 15. Thank you. [Open for Q&A].



DETROIT RENAISSANCE

600 Renaissance Center Suite 1760 Detroit MI 48243
313.259.5400 Phone 313.567.8355 Fax
dougrothwell@detroitrenaissance.com

Doug Rothwell
President

Kirkpatrick & Lockhart Preston Gates Ellis LLP
1601 K Street NW
Washington, DC 20006-1600

K&L|GATES

N. Akilah Green

www.klgates.com
akilah.green@klgates.com
D 202.661.3752
T 202.778.9000
F 202.778.9100



DETROIT RENAISSANCE

600 Renaissance Center Suite 1760 Detroit MI 48243
313.259.5400 Phone 313.567.8355 Fax
skeeley@detroitrenaissance.com

Sabrina Keesley
Vice President

Kirkpatrick & Lockhart Preston Gates Ellis LLP
1601 K Street NW
Washington, DC 20006-1600

K&L|GATES

Mark Ruge

www.klgates.com
mark.ruge@klgates.com
D 202.661.6231
T 202.778.9000
F 202.778.9100



Gene Davis
Director of Business Development
Government Contracts

Asterand, Inc 440 Burroughs TechOne, Suite 501 Detroit, MI 48202 USA	Asterand, Inc P.O. Box 3653 Crofton, Maryland 21114	Mobile: 301.526.5700 Fax: 410.451.6485 Customer Care: 866.384.7783 ext 7 gene.davis@asterand.com www.asterand.com
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PLANNING AND ECONOMIC DEVELOPMENT

STEPHEN N. CASSIN, AICP
Executive Director

586-469-5285
Fax: 586-469-6787
stephen.cassin@macombcountymi.gov

Administration Building
1 S. Main St., 7th Floor
Mt. Clemens, MI 48043

Julie Brock
Government Affairs
Officer

440 Burroughs
Detroit, MI 48202
Tel: (313) 879-5246
Cell: (313) 247-7054
julie@techtownWSU.org
www.TechTownWSU.org

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Douglas J. Smith
Director

Economic Development & Community Affairs
Oakland County, Michigan

(248) 975-9638 Fax (248) 452-9215
2100 Pontiac Lake Rd. Bldg 41W Waterford, MI USA 48328-0409
smithdj@oakgov.com www.oakgov.com

NEXTENERGY

Economic Security through Energy Diversity

Jim Saber

Director, Program Development

481 Burroughs
Detroit, MI 48202
phone: 313.833.0100 ext. 240
cell: 248.840.0324
fax: 313.833.0101
e-mail: saberj@nextenergy.org
www.nextenergy.org



Asterand, Inc
440 Burroughs
TechOne, suite 501
Detroit, MI 48202
USA

Victoria M. Blanc, Ph.D.
General Manager -
US Operations

Direct: 313.263.0985
Mobile: 734.730.1851
Main: 313.263.0960
Fax: 313.263.0961
victoria.blanc@asterand.com

www.asterand.com

NEXTENERGY

Economic Security through Energy Diversity

Keith W. Cooley

President & Chief Executive Officer

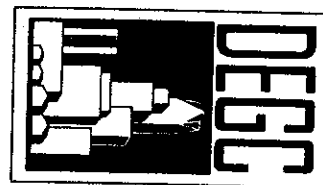
481 Burroughs
Detroit, MI 48202
phone: 313.833.0100 ext. 170
cell: 313.820.8504
e-mail: kcooley@nextenergy.org
www.nextenergy.org



OLGA SAVIC STELLA
VICE PRESIDENT BUSINESS DEVELOPMENT
EMAIL: OSSTELLA@DEGC.ORG
313.879.3261
313.963.8839 FAX

500 CRISWOLD STREET - SUITE 2200
DETROIT MI 48226

DETROIT ECONOMIC GROWTH CORPORATION



Charles A. DeVries

Director, Government Affairs

2675 Bellingham Troy, MI 48083
(t) 248.457.3301 (f) 248.457.3210
devriesc@automationalley.com
www.automationalley.com



Sarah L. Hubbard

Vice President, Government Relations
Tel: 313.596.0442 Fax: 866.328.9489
Cell: 517.881.7898
shubbard@detroitchamber.com

One Woodward Avenue, Suite 1900
P.O. Box 33840
Detroit, Michigan 48232-0840
www.detroitchamber.com



Richard E. Blouse, Jr., CCE

President and CEO
Tel: 313.596.0320 Fax: 866.741.5153
Cell: 313.909.0320
dblouse@detroitchamber.com
One Woodward Avenue, Suite 1900
P.O. Box 33840
Detroit, Michigan 48232-0840
www.detroitchamber.com

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: 13

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and file the report on Marketing and Promotion

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 3-18-09

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: 14

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and file the report on Tourism

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

RED 3-18-09

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: 15A

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Recommend that the Board of Commissioners add additional names to the Departmental Credit Card Account

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

See Attached memo dated March 10, 2009

COMMITTEE/MEETING DATE

PED 3-18-09



PLANNING & ECONOMIC DEVELOPMENT

1 S. Main St., 7th Floor
Mount Clemens, Michigan 48043
586-469-5285 Fax 586-469-6787
www.macombcountymi.gov/planning

Stephen N. Cassin, AICP
Executive Director

Donald Morandini
Deputy Director

March 10, 2009

TO: Commissioners Bruley and Carabelli, Co-Chairs
Planning and Economic Development Committee

FROM: Stephen N. Cassin, Executive Director
Department of Planning and Economic Development

RE: Additional Names for Departmental Credit Card Account

Pursuant to request, I am suggesting the following three individuals be added to the departmental credit card account. It is my understanding that these people will not receive a credit card, but their travel can be used to accrue Northwest Airline miles.

- Robert Tess, Program Manager
- James Ahee, Senior Economic Development Specialist
- Justin Robinson, Senior Economic Development Specialist

MACOMB COUNTY BOARD OF COMMISSIONERS

Andrey Duzyj - District 1	Sue Rocca - District 7	James L. Carabelli - District 12	Paul Gielegem District 19 Chairman	Kathy Tocco District 20 Vice Chair	Joan Flynn District 6 Sergeant-at-Arms
Marvin E. Sauger - District 2	David Flynn - District 8	Don Brown - District 13	Ed Bruley - District 17	William A. Crouchman - District 23	
Phillip A. DiMaria - District 3	Robert Mijac - District 9	Brian Brdak - District 14	Dana Camphous-Peterson - District 18	Michael A. Boyle - District 24	
Toni Mocerri - District 4	Kenneth J. Lampar Jr. - District 10	Keith Rengert - District 15	Irene M. Kepler - District 21	Kathy D. Vosburg - District 25	
Susan L. Doherty - District 5	Ed Szczepanski - District 11	Carey Torrice - District 16	Frank Accavitti Jr. - District 22	Jeffery S. Sprys - District 26	

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: **15B**

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and file the report on the Planning and Economic Development Department Organization Structure

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

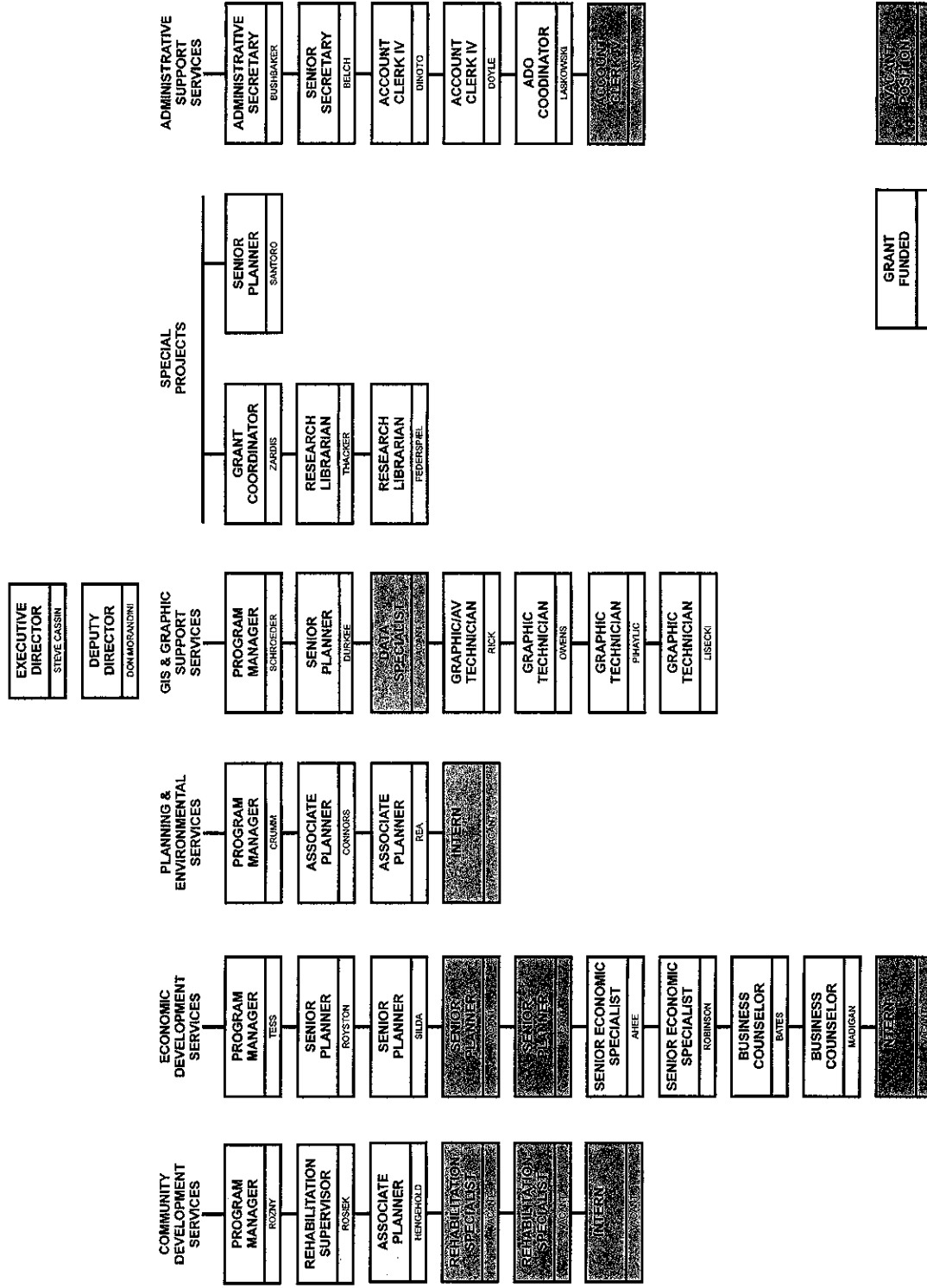
DESCRIPTION:

COMMITTEE/MEETING DATE

PED

3-18-09

DEPARTMENT OF PLANNING AND ECONOMIC DEVELOPMENT ORGANIZATION CHART 2009



RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: 15C

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Recommend that the Board of Commissioners authorize the Planning and Economic Development Department to participate in the SEMCOG 2010 Aerial Photography Flight at an estimated cost of \$11,000. Funding is available in the department's Aerial Photo Account

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PEID 3-18-09

2010 Southeast Michigan Orthoimagery Project Letter of Intent

Project Overview: We intend to be a partner in the 2010 Southeast Michigan Orthoimagery Project. This project is a coordinated effort to acquire orthoimagery in spring of 2010 for the Southeast Michigan region. SEMCOG, the Southeast Michigan Council of Governments, is leading this partnership in cooperation with Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne Counties along with Detroit Water and Sewerage Department and United States Geological Survey and possibly others. The local cities, villages, and townships will benefit through their partnership with the counties. The project will save money and provide consistent, high-quality imagery to meet the needs of each partner.

Project Cost: We estimate the Macomb County portion of the cost of this project to be \$11,000. Upon final determination of cost, a partnership agreement will be developed specifying exact cost and payment schedule.

Partnership Roles and Responsibilities: We understand that each county will be responsible for quality assurance and quality control of their county imagery, based on common standards and training. The county partners will own the higher resolution imagery, and the lower resolution imagery will be in the public domain. The county partners will distribute/sell their imagery according to their own standard practices and pricing schedules.

Authorizing signature _____
Has authority to sign contracts and commit agency funds.

Title _____

Agency _____

Date _____

RECYCLABLE PAPER

RESOLUTION NO. _____

FULL BOARD MEETING DATE:
AGENDA ITEM: 16

MACOMB COUNTY, MICHIGAN

RESOLUTION TO: Receive and file the report on upcoming events

INTRODUCED BY: Commissioners James Carabelli and Edward Bruley, Co-Chairs

DESCRIPTION:

COMMITTEE/MEETING DATE

PED 3-18-09

Alternative Energy Manufacturing 101 –
Building Opportunities for Michigan Suppliers in Alternative Energy Industries
February 20, 2009

On Friday, February 20th, The Department of Planning and Economic Development, in partnership with NextEnergy, hosted a special workshop for manufacturers interested in diversifying into alternative energy industries. Targeted to small to medium-sized automotive suppliers in Macomb and St. Clair counties, *Alternative Energy Manufacturing 101* featured presentations by industry experts and business executives that are leading the move from an automobile-centric economy into a business model diversified into other technology-based industries. The day's program focused on the market opportunities available in Large and Small Wind Systems, Solar/Photo-Voltaic Systems, and Advanced Energy-Storage Systems for vehicles.

Interest in the event, held at the Macomb Intermediate School District, exceeded expectations, drawing so many pre-registrants that registration was closed, and a waiting list established two days in advance the workshop. The day of the event, many arrived a full hour-and-a-half before the program was scheduled to begin at 8:30 a.m. In all, between registered participants, speakers, staff and guests, there were approximately 290 attendees. The workshop received wide coverage in the local media, both leading up to and on the day of the event. All assessments from participants and featured speakers alike allow us to claim the event an unqualified success. The department, in partnership with the Michigan Economic Development Corporation, is now planning a Diversification Summit for Wednesday, May 20th. This event will address opportunities for manufacturers in several technology-based industries. In addition to alternative energy, aerospace, defense and homeland security, and the medical device industries, will be explored.

MACOMB COUNTY, ALTERNATIVE ENERGY MANUFACTURING 101

Building opportunities for Michigan suppliers in alternative energy industries

Friday, February 20, 2009 8:00 am - 4:00 pm

PRESENTED BY

Macomb County Planning & Economic Development (MCPED)
in partnership with Next Energy and MEDC

An interactive and informative workshop for manufacturers looking to diversify, grow and succeed in a climate of change.

Guest Speakers Include:

- Dan Radomski, VP Industry Services - Next Energy
- Loch McCabe, President - Shepherd Advisors
- Bruce Emmons, President - Fisher CoachWorks (Advanced Energy/
Electric Vehicle)
- David Koyle - Franklin Energy (Wind)
- John R. Morgan, Vice President Strategic Implementation & Materials -
Uni-Solar (Solar)

Join us and:

- Raise your awareness of the opportunities in the alternative energy industries
- Talk to those who have made a transition to the alternative energy sector
- Be ahead of the curve as you learn what it takes to diversify into these areas

Key things attendees will learn at this event:

- How fast the Alternative Energy Technology (AET) area is growing
- Understand AET opportunities and the size of the demand in wind, energy storage and solar markets
- Understand what it takes to diversify
- Answers regarding the sustainability and growth in these industries

Space is limited. Registration is \$50 and includes all materials, a continental breakfast and lunch. To register online:
<https://www.regonline.com/MacombAlternativeEnergy>

Location:

**Macomb Intermediate School District
Educational Service Center
44001 Garfield Rd. • Clinton Township, MI 48038**

*Link to
Map*

Find more info at the link above or call Macomb County Planning and Economic Development at 586-469-5285

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*Running this
↓
Thurs
Sunday*

MACOMB COUNTY: ALTERNATIVE ENERGY MANUFACTURING 101

Building opportunities for Michigan suppliers in alternative energy industries

February 20, 2009

Macomb County Intermediate School District in Clinton Township, Michigan

<https://www.regonline.com/MacombAlternativeEnergy>

- 8:30-8:45** *Macomb County Introduction*
Steve Cassin, Executive Director, Macomb County Planning and Economic Development
- 8:45-9:00** *Welcome & Introduction, Michigan Alternative Energy Strategy*
Dan Radomski, VP Industry Services, NextEnergy
- 9:00-10:00** *Market Projections and Manufacturing Needs for Large and Small Wind Systems*
Loch McCabe, President, Shepherd Advisors
Dan Radomski, Vice President Industry Services, NextEnergy
- 10:00-10:30** *Need for US Manufacturing Partners: Hear from Wind Turbine Company that is in immediate need of supplier partners -*
David Koyle, President, Franklin Energy
- 10:30-10:45** **Networking Break**
- 10:45-11:45** *Market Projections and Manufacturing Needs for the Solar Market*
Loch McCabe, President, Shepherd Advisors
Dan Radomski, Vice President Industry Services, NextEnergy
- 11:45-12:30** **Lunch**
- 12:30-1:00** *Need for US Manufacturing Partners: Hear from a Growing Solar/PV Company that is in immediate need of supplier partners*
John Morgan, Supply Chain Manager, United Solar
- 1:00-2:00** *Market Projections and Manufacturing Needs for Advanced Energy Storage/Vehicles Market*
Loch McCabe, President, Shepherd Advisors
Pedro Guillen, Director Industry Services, NextEnergy
- 2:00-2:30** *Need for US Manufacturing Partners: Hear from a Growing Advanced Energy/Vehicle Company that is in immediate need of supplier partners*
John Van Alstyne, VP Marketing, Fisher Coachworks
- 2:30-3:00** *Positioning Your Firm for AET Diversification Success*
Loch McCabe, Shepherd Advisors
- 3:00-3:30** *Understanding RPS in Michigan*
Loch McCabe, President, Shepherd Advisors
- 3:30-4:30** **Networking**

2009 Scheduled Events

Registration is required for all events.

Seminar time: 9 am – Noon unless noted: **Port Huron Seminars are 6 - 8:30 pm*

All seminars are FREE. To register call (586) 469-5118,
or visit www.misbtdc.org/region10 (follow training links, sort by county)

Entrepreneurial Series: Starting a Business

Designed for those who are considering self-employment, or are at the beginning stages of starting their business. The basics of business ownership are discussed along with resources available to help launch new ventures in Michigan.

1/14/09	Wed	Mt. Clemens
*1/15/09	Thurs	Port Huron
2/11/09	Wed	Clinton Twp
3/11/09	Wed	Mt. Clemens
4/8/09	Wed	Clinton Twp
5/13/09	Wed	Mt. Clemens
6/10/09	Wed	Clinton Twp
7/8/09	Wed	Mt. Clemens
8/12/09	Wed	Clinton Twp
9/9/09	Wed	Mt. Clemens
10/14/09	Wed	Clinton Twp
11/18/09	Wed	Mt. Clemens
12/9/09	Wed	Clinton Twp

Entrepreneurial Series: Business Legal Issues

This course is designed to guide the prospective business owner in setting up the legal structure that will help protect them from unnecessary legal challenges. Key tax, and non tax considerations, are introduced for the different types of legal entities available in Michigan.

1/21/09	Wed	Mt. Clemens
3/25/09	Wed	Mt. Clemens
5/27/09	Wed	Mt. Clemens
7/22/09	Wed	Mt. Clemens
9/23/09	Wed	Mt. Clemens
12/3/09	Thurs	Mt. Clemens

Presented by: John Carter, Esq.



Entrepreneurial Series: Writing a Business Plan

Designed for those who want to increase their chances for successful self-employment.. The specifics of marketing, finance, legal, regulatory issues, operations, information based planning and management are covered in this workshop.

*2/12/09	Thurs	Port Huron
2/18/09	Wed	Mt. Clemens
4/15/09	Wed	Mt. Clemens
6/17/09	Wed	Mt. Clemens
8/19/09	Wed	Mt. Clemens
10/21/09	Wed	Mt. Clemens

Entrepreneurial Series: Marketing Your Business

Designed to present practical applications of marketing concepts. The workshop covers basic marketing tools, including market analysis and research, target marketing, assessing competitors, and key marketing tools.

*3/19/09	Thurs	Port Huron
3/27/09	Fri	Mt. Clemens
5/20/09	Wed	Mt. Clemens
7/15/09	Wed	Mt. Clemens
9/16/09	Wed	Mt. Clemens
12/2/09	Wed	Mt. Clemens

Seminar Locations

Mt. Clemens: Macomb County Administration Building, 1 S. Main Street, (corner of Cass & Main Street). All seminars will be held in the 9th Floor Conference Room unless otherwise noted above.

Clinton Twp: Michigan Works! office, 43630 Hayes, (between 19 Mile & Hall Road, in the Atrium Center).

Port Huron: EDA of St. Clair County, 735 Erie Street, at the corner of Erie (7th) & Glenwood, in the Citizen's First MTEC Bldg.



This Cooperative Agreement is partially funded by the U.S. Small Business Administration. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made, if requested

Dates are subject to change. For information on events, or to verify dates listed above, please call (586) 469-5118 or check our website www.misbtdc.org/region10 2/12/09

2009 Scheduled Events

Registration is required for all events.

Seminar time: 9 am – Noon unless noted: *Port Huron Seminars are 6 - 8:30 pm

All seminars are FREE. To register call (586) 469-5118,
or visit www.misbtdc.org/region10 (follow training links, sort by county)

Tax Seminars

THE GEARY GROUP, P.C.
CERTIFIED PUBLIC ACCOUNTANTS
AND BUSINESS ADVISORS

Presented by: Linda Geary, CPA

How to Report Small Business Income & Expenses

Topics include: Reporting Income, Transportation Expenses, Insurance Expenses, Entertainment Expenses, Depreciation and Record Keeping.

8/26/09 Wed Mt. Clemens

Employees & Taxes: What You Need to Know

Topics include: Worker Classification (Employee vs. independent contractor), Information Returns, (940, 941, 1099, W-2), Employer's Obligations and Record Keeping.

9/30/09 Wed Mt. Clemens

Tax Information for Sole Proprietors

Topics include: Schedule C, Estimated Taxes, Self-Employment Tax and Record Keeping.

10/28/09 Wed Mt. Clemens

Taxes & Your Home Office

Topics include: Determining Eligibility, Form 8829 Overview and Record Keeping.

11/20/09 Fri Mt. Clemens

Seminar Locations

Mt. Clemens: Macomb County Administration Building, 1 South Main Street, (corner of Cass & Main Street). All seminars will be held in the 9th Floor Conference Room unless otherwise noted above.

Clinton Twp: Michigan Works! Office, 43630 Hayes (between 19 mile & Hall Road in the Atrium Center).

Port Huron: EDA of St. Clair County, 735 Erie Street, at the corner of Erie (7th) & Glenwood, in the Citizen's First MTEC Building.

Entrepreneurial Series: Finance

The basics of financial management, including how to start an accounting system, how to apply the information from financial statements to help you manage your business. Preparation of the balance sheet, profit & loss statement, cash flow analysis and break-even analysis are explained.

2/26/09	Thurs	Mt. Clemens
5/28/09	Thurs	Mt. Clemens
8/27/09	Thurs	Mt. Clemens
11/19/09	Thurs	Mt. Clemens

Team SBA Financing Roundtable

Learn how a lender analyzes your loan request, and what they look for in a credit application. Meet with bankers, SBA loan officers and small business consultants to discuss your financing needs. You must know how much money you need to borrow. A completed business plan is highly recommended.

1/22/09	Thurs	Mt. Clemens, 8th Flr
4/16/09	Thurs	Mt. Clemens, 8th Flr
7/9/09	Thurs	Mt. Clemens, 8th Flr
9/3/09	Thurs	Mt. Clemens, 8th Flr

This Cooperative Agreement is partially funded by the U.S. Small Business Administration. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance, by calling (586) 469-5118.



Dates are subject to change. For information on events, or to verify dates listed above, please call (586) 469-5118 or check our website at www.misbtdc.org/region10. 2/18/09

Roads to Renewal:

A Summit on the Changing Automotive Industry — How Communities Can Thrive

April 14-15, 2009
Renaissance Chicago Hotel
Chicago, Illinois

The uncertainty surrounding both the automotive industry and the national economy will continue throughout 2009. If you want to hear the latest thinking on where the industry is headed, Dr. Sean McAlinden, CAR's chief economist, and Dr. David Cole, CAR's chairman, will provide insights at this inaugural event. Other speakers will offer their views on the future of the industry, provide further insights into changes communities can expect, and suggest ways in which communities might plan and partner to better position themselves for future prosperity. A preliminary list of speakers is enclosed.

The United States Department of Commerce Economic Development Administration has provided seed funding for this event, and the University of Michigan is an active participant in developing the agenda that will focus on ways communities can plan and partner in order to prosper—either through transition or transformation.

To register or to find out more about the event visit: <http://regionalsummit.cargroup.org/>.

We hope to see you in Chicago for this important conference.

Sincerely,



Kim Hill
Director, Automotive Communities Program

Enclosure

P.S. This Summit is an outgrowth of our Automotive Communities Program (ACP). For more information on the ACP, visit their website <http://www.cargroup.org/acp/>.

Roads to Renewal:

A Summit on the Changing Automotive Industry – How Communities can Thrive

*Renaissance Chicago Hotel
Chicago, Illinois*

April 14-15, 2009

Preliminary List of Speakers and Panelists

John Austin, Director, New Economy Initiative

David Cole, Chairman, CAR

Dennis Cuneo, Senior Advisor, Toyota and Toyota Boshoku

George Erickcek, Senior Regional Analyst, W. E. Upjohn Institute

Nate Feltman, Former Secretary of Commerce, State of Indiana & CEO, Indiana Economic Development Corporation (IEDC)

Lee Fisher, Lt. Governor, State of Ohio

Ernie Fletcher, former Governor of Kentucky

Steve Forrest, Vice President for Research, University of Michigan

George Fulton, Research Professor, University of Michigan Economics Department

Kim Hill, Director, Automotive Communities Program and Associate Director, Economics & Business Group, CAR

Ned Hill, Professor and Distinguished Scholar of Economic Development, Maxine Goodman Levin College of Urban Affairs, Cleveland State University, and Senior Fellow of the Metropolitan Policy Program at The Brookings Institution

Thomas Klier, Senior Economist, Federal Reserve Bank of Chicago

Greg LeRoy, Founder and Director, Good Jobs First and Author of The Great American Jobs Scam: Corporate Tax Dodging and the Myth of Job Creation

Sean McAlinden, Chief Economist and Vice President of Research, CAR

Lawrence Molnar, Associate Director for Community and Economic Development Programs, Institute for Research on Labor, Employment and the Economy, University of Michigan

Doug Rothwell, President, Detroit Renaissance

Dan Swinney, Founder, Center for Labor and Community Research and Executive Director, Chicago Manufacturing Renaissance Council

Tom Tebben, Member, Lima Ohio Auto Task Force and the Lima City Council

William Testa, Vice President and director of regional programs, economic research department, Federal Reserve Bank of Chicago